



**Press Release**

January 2008 – Toronto / New York

**LakeFront Data Ventures (LDV) Adds Former SEI Executive as  
LakeFront Data Management Associate**

LDV is pleased to welcome Edward Ventura into the LakeFront Data Ventures (LDV) Data Management Partner Program as a LakeFront Associate Partner. Mr. Ventura will be concentrating his efforts on expanding and supporting LDV reference data consulting business.

Mr. Ventura comes to LDV with over twenty years of experience in financial services management. Most recently Ed was the Senior Product Manager of Asset Data Services for SEI, where he led the strategy and sourcing for redistribution and consumption of pricing and reference data. While at SEI, Ed led the development of a revised business strategy that provided SEI with a competitive advantage in its data redistribution business.

Prior to SEI Mr. Ventura was principal of Ventura Management Associates LLC providing consulting services on portfolio reporting to retail financial services firms. Ed's background also includes various roles in the US and International private client businesses for Merrill Lynch, where he developed a client statement recognized as best-in-class by *Smart Money* and *Kiplinger's*. He has published articles in *e.bill* magazine and has contributed to stories recently published in *Inside Reference Data*.

Due to Mr. Ventura's expertise in data management, he has served on the Consumer Constituency Group of Financial Information Systems Division (FISD) of the Securities Information Industry Association (SIIA) as well as on the Enterprise Data Management (EDM) Council in various working groups and committees. His views are sought out at industry forums, on panels, and at trade shows.

Mr. Ventura received his BA and MPA degrees from C.W. Post College.

**About Lakefront Data Ventures**

LakeFront is a specialist consultancy firm of industry-leading data management experts providing unbiased, objective and trusted advice, focused on all facets of enterprise data management (EDM) including strategy, technology, governance, stewardship, product management, and implementation services.

**For more information, contact:**

Dale Richards, CEO and Partner

Tel: + 1 416 364 8575

Email: [dale.richards@lakefrontdata.com](mailto:dale.richards@lakefrontdata.com)

For more information visit [www.lakefrontdata.com](http://www.lakefrontdata.com)

